

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Budget Estimates 2008-09

2 June 2008

Question: **BR-29**
Topic: **Increasing visitor numbers**
Proof Hansard Page: **E138**

Senator Ian Macdonald asked:

Senator IAN MACDONALD—We are running out of time. I would like to talk to you about it. Perhaps you could on notice indicate to me in relatively brief language how you intend to increase the number of— perhaps ‘prospective’ is wrong there— visitors by 110,000. And also, with the next performance indicator, you are maintaining current levels of international leisure visitors to Australia. There was one about business tourism arrivals. I would be interested—

Mr Buckley—That is in a different section.

Senator IAN MACDONALD—Is it in the previous one?

Mr Buckley—Yes.

Senator IAN MACDONALD—I would be interested in a short description on notice, because we have run out of time, of how you intend to achieve those goals. Good luck to you in this area.

Answer:

During 2008/09 Tourism Australia will actively market in 24 markets around the globe. Principal focus will be placed on those markets that are considered to provide the best opportunities for Tourism Australia to achieve its objectives. They are: the United Kingdom; the United States; China; Germany; Japan; South Korea; New Zealand; and Australia. Increased focus will also be placed on emerging markets in 2008/09, including Russia, Spain, South Africa, Indonesia and Vietnam.

Tourism Australia’s core international marketing challenge is to convert the current high levels of desire to visit Australia into actual consumer demand for Australia, as well as lifting Australians’ interest in travelling through their own country in the face of more accessible overseas travel options. Tourism Australia will make its primary focus those ‘Experience Seekers’ (the market identified as providing strong yield and dispersal) who have not yet visited Australia. With repeat visitation from high from most markets (47 per cent of holiday visitors have visited Australia before), Tourism Australia believes that the sustainability of long-term growth in international arrivals depends on building the pool of new visitors each year.

In addition to its core focus on leisure travel through consumer and trade marketing, Tourism Australia plans to strengthen its investment in the Business Tourism

segment through fully integrated strategies to increase Australia's share of this high-yielding market.